



**YUBA-SUTTER LODGING ASSOCIATION
Board of Directors Agenda**

March 22, 2022 - 9:30am

Location: Yuba-Sutter Economic Development Corporation
950 Tharp Road, Suite 1303, Yuba City, CA 95993

Or Zoom

[Click HERE to join Zoom Meeting](#)

Topic: YSLA Board Meeting

Time: Mar 22, 2022 09:30 AM Pacific Time (US and Canada)

Join Zoom Meeting

[https://lonefircreative.zoom.us/j/82049977743?pwd=UGNTSEgycG81RlcrZXIzO
TVQMFdDdz09](https://lonefircreative.zoom.us/j/82049977743?pwd=UGNTSEgycG81RlcrZXIzO
TVQMFdDdz09)

Meeting ID: 820 4997 7743

Passcode: 093014

Mission Statement

The purpose of the YSLA is to increase the promotion and marketing of tourism and increase hotel room-night consumption in the cities of Yuba City, Marysville, Live Oak and Wheatland, and the unincorporated areas of Yuba and Sutter Counties.

MEMBERS

Jacob **Young**, President
Steve **Young**, Vice President
Brynda **Stranix**, Treasurer
Meghan **McCarthy**, Secretary

Charles **Sharp**
Ben **Moody**
Lee **Jones**

CALL TO ORDER/INTRODUCTIONS:

Public-Guests Comment

You are welcome and encouraged to participate in this meeting. Public comment is taken on items listed on the agenda when they are called. Public comment on items not listed on the agenda will be heard at this time.

Consent Calendar

All matters listed under the consent calendar are considered routine and can be enacted in one motion. There will be no separate discussion of these items prior to the time the board votes on the motion unless members of the board, staff or public request specific items be discussed or removed from the consent calendar for specific action.

- Approval of Agenda
- Approval of Minutes

FINANCIALS

- Treasurer's Report - Brynda Stranix

OLD BUSINESS

- TID Update
- Executive Board Member Position Appointments
- Request for funding YES To Yuba County wayfinding signs

NEW BUSINESS

- Request for funding pitch - Cali Bowl | Brent Gray
- Billboards | Lee
- Visitors Maps of Yuba City and Marysville | Lee
- Sutter County Historical Visitors Brochure Revision | Lee
- Request for funding pitch - Yuba Foothills Tourism Program | Charles Sharp
- MC2 Analytics & Project Update
 - Upcoming events to have booth at
 - CA road trips magazine

Next Meeting - May 24, 2022 at 9:30am

CORRESPONDENCE ADJOURNMENT